

The Edmontonian

NOVEMBER, 1956





LADY EATON

LADY EATON WRITES BOOK . . .

It seems inevitable that Lady Eaton would write a book. First of all she has a flair for putting thoughts into words, and for more than 30 years has been faithfully recording in her diaries the events of the day. Then she had her grandchildren coaxing for more stories about "when you were a little girl, granny".

And perhaps most important of all, there has been an almost fairytale element in the life she has led since that day when she was born in the little village of Omemee, near Toronto, the eighth and youngest child of John and Jane McCrea.

Her father was a cabinet maker, proud of his craft and of his horse-powered saw. Doubtless, it was from this early introduction to the team, Tony and Darkie, that she developed a keen interest, delight and skill in horsemanship.

With this humble, homey setting, Flora McCrea begins her autobiography, "Memory's Wall" which rolled off the press this month.

As you read "Memory's Wall" published by Clarke, Irwin Co. Limited, Toronto, you'll discover what fun it is to be the youngest of eight, surrounded by brothers and sisters, relatives and neighbors. You'll share with the young child, Flora, her first household chores—because every one of the McCrea household, right down to the youngest, had some responsibility. There was churning, bread making, filling the wood box, and Flora's first duty was the polishing and filling of 14 oil lamps.

Her book was first intended only as a private record for her family, of the events that made up her life and that of the Eaton family. She spent three years in research into the family trees of both the McCreas and the Eatons before beginning

to write. Seven of the chapters were written in longhand and after all the writing was completed and re-reading and editing had been done—there were amazingly few changes from the original manuscript—it went to the publishers. The Rt. Hon. Arthur Meighen, P.C., Q.C., B.A., a long-time family friend, has written the Foreword.

Lady Eaton has dealt with the book in three periods of her life—childhood, adulthood and her more recent years.

She tells of singing in the village choir and lessons from the local music teacher. Throughout these pages is reflected a strong current of Christian upbringing which was to be a great factor in the development of her character and her personality.

Lady Eaton gives a charming and accurate picture of all that affected a household before the turn of the century and she has drawn from the family archives to illustrate her book with many authentic pictures and photographs.

Then, as a teen-aged girl, the author tells of her experiences as a probationer on the staff of Toronto General Hospital. She admits, quite honestly, that the Superintendent of Nurses thought she was "too slow" to make a good nurse. But Flora McCrea was not discouraged for long, for soon she was accepted as a nurse in training at a private hospital—Rotham House, Toronto—where fate seems to have been looking over her shoulder, for it was there that she was to meet John Craig Eaton and, after a whirlwind courtship, was to marry him in 1901.

John C. Eaton was already Vice-President of the great retail firm of Eaton's and the author says her parents were a little worried whether wealth and social position might spoil her.

But they had no need to worry, as events proved as years went along. The bride entered Toronto social life—a formal era when calling cards and all the formalities were rigidly observed. But nothing turned the head of young Mrs. John C. Eaton. She moved in social circles, met royalty, sailed to Europe with her husband and a party of friends on the maiden voyage of the Lusitania, had her babies and delved deeply into the roots of retail business in Canada too. At the time of World War One she plunged into patriotic work on a scale which would have daunted any but a strong character.

She saw her husband knighted by King George V and she herself became Lady Eaton. She had a personal audience with the Late Queen Mary. She travelled widely, she became a director of The T. Eaton Company Limited, she studied voice again and a high point in her personal life was her concert at Massey Hall. McGill University conferred upon her the Honorary Degree Doctor of Laws in 1950 for, among other things, "innumerable activities on behalf of human welfare".

All this time, Sir John Eaton talked the business over with his wife. She became a keen business woman, although she says that she always insisted that her suggestions and comments be judged on a businesslike basis. "I always remembered that I was a woman", she says, "but

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Above—Mrs. Kathleen Thomson receives her Quarter Century Club tokens from our Store manager, Mr. J. A. Snowden.

QUARTER CENTURY HONOURS FOR MRS. KATHLEEN THOMSON . . .

When Mrs. Kathleen Thomson of the Hosiery Department entered the membership of the famous Quarter Century Club on Monday, October 29th, she distinguished herself in two ways. She became the second member of her department staff to achieve the quarter century milestone—Manager Jack Pickford was the first—and she became the second person in the Store to mark such an anniversary this year.

Bright forerunner of a day that was to be filled with happy moments was Kathleen's official welcome into the Club. This brief but impressive ceremony took place soon after Store-opening and it was Mr. J. A. Snowden, our Store manager, who spoke the words of welcome that accompanied the presentation of the treasured Company gifts—the beautiful diamond ring, Membership Certificate Number 8717, and President John David Eaton's letter of greeting.

Back in the Hosiery Department Office Kathleen received the well-wishers who called around in never-ending numbers to offer congratulations. Those who could not express their good wishes in person were represented by letters and wires, and the telephone rang constantly. There were gifts, too, and flowers, to further testify to the popularity of this warm-hearted Eatonian.

Twenty-five red roses—one for each of Kathleen's years with the Company—graced a streamer-decked desk. A huge greeting card depicting Kathleen in caricature was also on display and the cartoonist responsible for the

clever sketch was Kel Yaroschuk, also a staff member of the Hosiery Department.

Born in Sharnford, Leicestershire, England, Kathleen came to Canada with her family when she was only fourteen and her first home here was on a farm near Champion, Alberta.

Her first selling experience came when she joined the staff of a general store in Stettler. Then came a move to Camrose, and from there she came on to Edmonton. It was on October 29th, 1931 that she joined the Eaton staff and for four short days she was with Department 236. An opportunity to join the Neckwear Section of Department 201 then presented itself and there she remained for six years. Her next move took her to another section of the same department—Women's and Children's Hose—and that is where she has been ever since.

A lovely smile radiates the enjoyment Kathleen gets from her work and it also reveals her great interest in, and her fondness for people—wonderful qualities, both of them, to be found in one who is engaged in selling.

At home Kathleen's love of flowers is reflected in the pleasure she derives from growing African Violets.

And what will she do when that long holiday beckons? Kathleen has a ready answer to that question . . . she'll head for California once more, to repeat the happy time she had there last Summer.

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Above—In recognition of her 25 years with the Company Mrs. Kathleen Thomson was presented with a wrist watch, the gift of her co-workers in the Hosiery Department. Mr. Jack Pickford, department manager, is shown making the presentation.

Below—The Hosiery Department celebrates in honour of Mrs. Thomson!

Back row, left to right: DONI LACEY, MARION O'BRIEN, MRS. E. WALLER, ANNE NILSON, ELSIE YOUNG, MRS. WALTER KERN, WALTER KERN, EDNA KING, HELEN GALLEN, DENNIS STEWART, NORMA UNGSTAD, KELVIN YAROSCHUK, ALICE CORMACK.

Front row, left to right: CHRIS BROWN, MRS. M. BROADHEAD, OLLIE STRILCHUK, GEORGE PEARCE, MRS. JACK PICKFORD, MRS. GEORGE PEARCE, guest-of-honour MRS. KATHLEEN THOMSON, MR. JACK PICKFORD.

MRS. K. THOMSON FETED AT DINNER PARTY . . .

The colourful Driftwood Room of the King Edward Hotel was the setting for a happy Eaton gathering on the evening of Monday, October 29th when staff members of the Hosiery Department entertained at a dinner party in honour of Mrs. Kathleen Thomson. The occasion was Kathleen's Quarter Century Anniversary with the Company.

A pleasant dinner hour was enjoyed against a background of soft music and a beautifully decorated anniversary cake highlighted an enticing menu. Bright flowers enhanced the banquet table and places were marked with gay little cards especially designed by Kel Yaroschuk.

There was an anniversary gift for the guest-of-honour and it was presented following dinner by Mr. Jack Pickford. As he made the presentation Mr. Pickford reviewed Kathleen's Eaton career, noting the valuable contribution she had made to the Company and to her department through her years as an Eatonian.

The gift which represented the good wishes of all her co-workers, was an exquisitely designed wrist watch and as he presented it Mr. Pickford remarked: "I mentioned that I could never remember you being late for work. This is just to make sure you never will be!"

Kathleen was thrilled with the watch—something she'd been wanting for a long time—and she said so most graciously as she expressed her thanks.

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"BOUQUETS" FOR EATON'S AND EATONIANS . . .

It is heartwarming indeed, and most gratifying to note how customers respond to good service and the following letter speaks well for the job Eatonians are endeavouring to do on behalf of those who lend their patronage to our Store. The letter was addressed to our Store manager, Mr. J. A. Snowden.

"I would like to bring to your attention the very efficient and kindly treatment I received from several members of your staff when I became indisposed in the Store last Friday.

"Miss Jean Pringle not only promptly called the nurse, but kept an eye on me until the nurse arrived and then took charge of my parcels.

"Betty Lempriere, your Store nurse could not have been more efficient and kindly.

"Mr. Ross MacLean not only spared one of his staff to drive me home but made sure that my car was brought to the most convenient spot for me. The young gentleman who drove me home, Mr. Hugh King, was so considerate and courteous.

"I am deeply grateful to all of these good people."

* * *

Another letter, recently received by Mr. Snowden, commends a famous Eaton Branded Line. It reads as follows:

"So often we're inclined to complain so I feel you'll be interested in our good fortune.

"November 14th, 1938, we were married and at that time purchased a mantel Viking radio, five tubes, price \$21.95.

"Unbelievable as it may seem that little radio has been played from morn till night for 18 years and has never had a tube replaced or any kind of repair. It's the same as the day we bought it.

"Needless to say when we bought our T.V. we got a Viking and feel sure we'll receive the same wonderful service. Even now after nearly two years the reception is perfect and without repairs and after talking with others I find that most T.V.'s require some service or other.

"Thanking you for the good service, I remain . . ."

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FETED AT DINNER PARTY . . .

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Congratulatory wires were read by Mr. Walter Kern and a lively sing-song climaxed the never-to-be-forgotten evening.

Two visitors from Kathryn, Alberta, were among the evening's guests. They were Mr. and Mrs. George Pearce—Kathleen's brother-in-law and sister. Mrs. Jack Pickford and Mrs. Walter Kern were also honoured guests.

Members of the committee that planned the evening were: Mr. Jack Pickford, Mrs. Elsie Young, Mrs. Helen Gallen, Mrs. M. Broadhead and Miss Doni Lacey and the success of the party was due in no small measure to the effort they so wholeheartedly put into it.



Wednesday, August 29th marked the arrival of a baby daughter for Mr. and Mrs. Kevin La Chappelle and they're calling her Linda Jean. Mother of this tiny charmer is well-known to Eatonians for she was Fern Rosenthal before her marriage and she worked at our Camera Counter.

On Sunday, October 14th another small newcomer joined the big family of junior Eatonians when Brian Whincup put in his initial appearance. Keith Whincup of our Furniture Department, and Mrs. Whincup are the lucky parents of this fine little boy.

On Saturday, October 20th the home of Mr. and Mrs. Art Bruce was made happy by the arrival of a bouncing baby boy — another event that was greeted with interest by Eatonians for the proud father, Art, is one of our drivers.

Our heartiest congratulations, Mr. and Mrs. La Chappelle, Mr. and Mrs. Whincup and Mr. and Mrs. Bruce . . . and our warmest welcome to the three little newcomers!

* * *

ENTERTAINED AT DINNER . . .

Four feminine members of the Eaton Quarter Century Club whisked Mrs. Kathleen Thomson off to the Sahara Restaurant on the evening of Friday, November 2nd, there to entertain her at dinner and to present her with a gift in friendly recognition of her 25th anniversary with the Company. The four were: Miss Amy Uglow, Miss Elsie Leeming, Miss Marguerite Shoesmith and Miss Eva Swanson—and the gift was a pretty necklace set with sparkling stones. Amy Uglow made the presentation. It was a happy Kathleen that received the gift and as she looks back on the events that marked her anniversary she is bound to remember this little dinner party with the greatest of pleasure.



Pictured at the left—Dr. J. R. Murray addresses the Assistants' Association. Gordon Buchwald, president of the Association is seated at the left—Frank Murray is at the right.

ASSISTANTS MEET FOR FIRST TIME THIS SEASON . . .

That enterprising group, our assistant managers, held their first meeting of the new season on Tuesday, October 30th and a great spirit of good fellowship was noted as they gathered around the dinner table in the friendly atmosphere of the Employees' Cafeteria.

Decorations favoured the rich glowing tones of the Autumn scene while the meal was reminiscent of the Yuletide season with its roast-turkey-and-all-the-trimmings!

Mr. Gordon Buchwald, president of the Assistants' Association was the evening's chairman and his first act after dinner was to propose a hearty vote of thanks to Mrs. R. Leach and her Coffee Corner staff for a richly satisfying meal, beautifully served.

Mr. Mike Warwick, assistant to Mr. Barrie Bucham in the Employment and Staff Relations Office, and a fairly recent newcomer to the Store, was welcomed to the Association by Mr. Buchwald who then went on to introduce the evening's speaker, Dr. J. R. "Randy" Murray of the Faculty of Pharmacy, University of Alberta.

Dr. Murray's subject was a fascinating one and in the assistants he found a keenly interested audience. He spoke about drugs, devoting most of his talk to the profound advances that have resulted from modern research. He noted that some diseases have been all but banished by modern drugs—how others have been brought under control—how drugs have truly been life-savers in the battle against disease and how man's life span has increased accordingly.

Dr. Murray upheld the anaesthetic drugs as a fine example of the so-called miracle drugs, and he told how the risks involved in surgery have been greatly lessened because of them, and in many cases, dispersed altogether!

Another intriguing phase of Dr. Murray's discourse came when he transported his listeners back through the centuries to man's first experiments with drugs. The slow, laborious evolution of those first drugs is in vivid contrast to the spectacular discoveries of modern times. It is

a great debt that society owes to those who toil with such dedication to improve the drugs we now have, and to discover new ones that will help to wipe out disease and grant longer, healthier lives to coming generations.

Hearty applause greeted Dr. Murray's address and the appreciation of those who had been privileged to hear him speak was aptly expressed by Mr. Walter Kern.

The assistants were fortunate in obtaining such a capable and informed speaker for their first meeting of the new season and such a fine beginning augurs well for the meetings that are still to come.

MR. J. T. QUINN MARKS 25th ANNIVERSARY WHILE IN EDMONTON . . .

As a representative of The T. Eaton Life Assurance Company, Winnipeg, Mr. J. T. (Jimmie) Quinn travels extensively and when his Quarter Century anniversary came around on Friday, November 2nd, a busy schedule found him located here in Edmonton. Official recognition of his new status will come, of course, when he returns to Winnipeg. In the meantime it was a great privilege for Edmonton Eatonians to be able to express their good wishes in person, and that meant a day filled with greetings, for the genial Jimmie is well known throughout the length and breadth of our Store.

Jimmie was further honoured on the evening of his anniversary when the Managers' Association entertained at an informal gathering in the Windsor Room of the King Edward Hotel. At that time he received a small gift — an anniversary memento from the managers.

It is a proud moment that comes with the Quarter Century observance and as we congratulate Jimmie on his notable record of service we would also express the wish that the future will bring health and happiness in abundance, and continued success in his chosen vocation.



**EATONIANS
SERVE
WITH
ROYAL
CANADIAN
NAVAL
RESERVE . . .**



Several Eatonians have lent their support to the Royal Canadian Naval Reserve and the above picture, taken on Trafalgar Day, shows five of them! They are, from left to right: OS CAMERON SMITH, Administrative Writer, and a staff member of the Music Department Office; AB DICK HESSEN, Bandsman, of the Music Department sales staff; OS DAVID RUSSELL, Medical Attendant, of the General Office staff; AB DONALD NIKIRK, Gunnery Rate, of the Bargain Section staff, and LS JOHN CUNNINGHAM, Bandsman, of the Furniture Department staff. Missing from the picture is another bandsman, OS GEORGE WILLOUGHBY of the Optical Department staff.

**SEASON'S WIND-UP
FOR GIRL GOLFERS . . .**

An afternoon get-together held at the RCAF Officers' Mess on Wednesday, October 10th marked the official wind-up of the golfing season for the Eaton girls. Lunch was served in the smorgasbord manner and the top prize winners received their awards ere the afternoon came to an end.

Eva Swanson of the Staff Training Office received a prize as runner-up in the play-offs that occurred prior to the McCordick Cup competition held in Calgary last Summer.

Prizes also went to Muriel Anderson of the Sportswear Section who came first in "B" Division and Florence Reynolds of the Flatware Section, who was runner-up in that class.

Awards were made in the form of vouchers and they were presented by our Store Nurse, Betty Lempiere, president of the Girls' Golf Club.

In making the presentations Betty thanked the girls for their enthusiastic support and co-operation during the golfing season, and for the fine spirit of good sportsmanship that was very much in evidence at every outing.

A vote of thanks also went to Betty Murray of the Advertising Office staff. Betty, who is a Flight Lieutenant, is assistant adjutant of RCAF Auxiliary, No. 418 City of Edmonton Squadron and it was she who arranged for the girls to have their wind-up party in the Officers' Mess.

Another enjoyable feature of the afternoon's meeting was a talk by Mary Meagher of the Toiletries Section. Winner of the playoffs here in Edmonton, Mary went on to the McCordick Cup Tournament held in Calgary during the last week in August and she returned to Edmonton with the Mrs. McCordick Cup in her possession. In addressing her fellow golfers, Mary told of the Calgary trip—of the privilege it was to compete with golfers from other Alberta Stores—of the wonderful hospitality of Calgary Eatonians and of the good time they provided for the visitors.

Most of the golfers are also enthusiastic curlers and they are now well away on their season. As in other years the Edmonton Curling Club is the scene of their Wednesday afternoon sessions and as the season progresses we'll be reporting their activities in our Edmontonian.

GIFTS FOR MARGARET . . .

Prior to her marriage, Mrs. Jim Foster, the former Margaret Stewart, was entertained at a shower attended by her Coffee Corner associates and held at the home of Mrs. Olga Barabash. Her gift from the group was a table lamp and the presentation of it highlighted the fun-filled evening.

In expressing her appreciation, Margaret would say thank-you to hostess Olga, and to all the girls who attended the shower. So, too, would she thank Mrs. R. Leach, Miss M. Berg and all her department associates for the beautiful wedding gift she received from them just before her marriage.



THANK-YOU NOTES . . .

The following note comes from Mrs. Grace Trivett of the Beauty Salon and Miss Ruth Holden of the Children's Wear Department:

"Would you kindly express our thanks and deep appreciation to The T. Eaton Company, Mr. J. A. Snowden, Mr. B. Bucham, Mr. J. Morrison, staff members of the Beauty Salon and the Children's Wear Department, and our friends throughout the Store for their thoughtfulness and expressions of sympathy when our father passed away recently."

AUDREY KELM FETED . . .

Prenuptial celebrations for Audrey Kelm of the Toy Section included a shower that was held at the home of Amy Wilson and attended by staff members of Department 253. Hertha Rahn shared hostess honours with Amy.

Arrival of the guest-of-honour was announced by the playing of the wedding march and the presentation of a scrapbook depicting the life of the bride-to-be highlighted the gift-giving ceremony. The merry mood of the evening continued through a game period and delicious refreshments, served buffet style, brought the party to a close.

Needless to say, Audrey was thrilled with her gifts and she said so in a very gracious thank-you speech.

On yet another occasion Audrey was entertained at a china shower held at the home of Mrs. Dody Amoroso, an auxiliary staff member of the Sporting Goods Section. Several Eaton friends were included among the guests and once again a cleverly assembled scrap-book was presented to Audrey—something she will treasure along with the beautiful gifts she received.

A tasty buffet lunch climaxed this happy affair.

Above—Polly Kobluk helps Audrey Kelm as she prepares to open the gifts she received when a shower was held for her at the home of Amy Wilson.

Below—Bound in the ribbons that decorated her gifts, Audrey is easy prey to the camera's lens.



Mrs. C. A. McNabb, the former Jeannie Haughton and a staff member of our Adjustment Bureau, writes as follows:

"Through The Edmontonian I would like to express my grateful thanks for the beautiful chest of silverware which I received from the Company on the occasion of my wedding. The gift is one that will be used with pride through all the years to come and it will always be a treasured possession in our home."

"I would also acknowledge the shower which brought so many lovely and useful gifts from my Eaton associates. So, too, would I say thank-you for the wedding gifts which came from my co-workers to further exemplify the warm generosity of the Eaton friendships that I have come to value so highly."

A grateful thank-you note comes from Mrs. Opel MacKenzie in acknowledgement of the flowers she received from the Welfare Department when her husband passed away recently. She would also express her appreciation for the messages of sympathy that spoke of the kind concern of her Eaton friends.

Mrs. MacKenzie is a member of our Bargain Section staff.

SHOWER FOR EVELYN . . .

A bride-to-be of this month, Evelyn Campbell of the D. A. Office staff, was honoured at a luncheon-shower on the afternoon of Wednesday, October 24th. Hostess was Mrs. Edna Garnett, also of the D. A. Office, and the happy get-together was held in the quaint old-world atmosphere of the Viking Smorgasbord Restaurant. About twenty girls attended and Evelyn received a host of lovely linens—pieces she will use with pleasure in her new home.



WEDDING GIFT . . .

A beautiful mantel clock graces the home of Mike and Virginia Warwick—a wedding gift from Mike's associates in the Employment and Staff Relations Office, from the Service and Information Office staff and the Telephone operators. Mike and Virginia were married in September and we're sure their gift from Eaton friends will always be a highly prized item in their home.



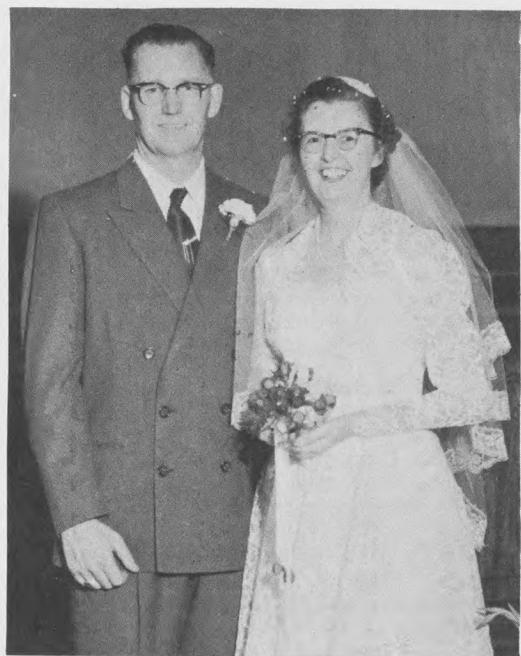
WEDDING BELLS . . .

On Saturday, September 29th Margaret Stewart of our Coffee Corner became the bride of Jim Foster. Robertson United Church was the scene of the ceremony and their honeymoon took them through Montana, Manitoba and Saskatchewan. They are making their home in Edmonton and it is our sincere hope that the future will be filled with happiness for both of them.



Thanksgiving Day—October 8th — marked the marriage of Lillie Bloom of our Fabrics Department and Graham Yeats. The double-ring ceremony was solemnized in Metropolitan United Church and the wedding trip that followed took the newlyweds across the sea via plane to Hawaii.

Mr. and Mrs. Yeats are making their home in Edmonton and it is our wish that the future will hold an abundance of good things for them.



NEWLYWEDS . . .

In the above picture we introduce Mr. and Mrs. George McNabb. They were married on August 25th and Mrs. McNabb, the former Jeannie Haughton, is a staff member of our Adjustment Bureau.

LADY EATON WRITES BOOK . . .

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I never tried to use feminine wiles to gain a point. But it was my Father-in-law, Timothy Eaton (who always affectionately called her, 'Flora McCrea') who taught me most about business. And what I learned from the founder of the Company is still valid, still good practice in business today".

Then, the book goes on to tell in her own moving words, of the death of Sir John Eaton in 1922, leaving her to bring up six children alone. Again her wisdom and good judgment are reflected in plans to educate her family abroad where social position or family wealth would not be a factor.

Pages of the book are liberally sprinkled with names of people, many of them familiar to Eatonians in Canada. Lady Eaton mentions Department Heads, Mail Order people and many others who have helped to build this Company. The author attributes a great share in the Company's success to the people at Eaton's whose character and integrity have helped to preserve and maintain the ideals of the founder.

Lady Eaton today is experiencing some of the excitement which comes to all new authors. She will be Guest of Honour at an Authors' Tea. She is to speak before a Book Group and she is being swamped with mail and messages of congratulation.

Her book is a story excitingly told and in many ways parallels the growth of Canada.

MISS M. E. FRASER ADDRESSES EATONIANS . . .

A charming visitor in the person of Miss M. Elizabeth Fraser of the Du Pont Company of Canada Limited arrived in the Store on Friday, October 19th and it was a privilege and a pleasure for Eatonians to meet her. In two separate sessions that embraced interested members of the staff, Miss Fraser presented an enlightening talk on Nylon and "Orlon", and in the course of her commentary she revealed a great deal of pertinent information related to those two widely used synthetic fibres.

Handling her subject with unusual skill, Miss Fraser claimed the undivided attention of her audience, and so vividly did she portray the exceptional properties of Nylon and "Orlon" that Eatonians are now better equipped than ever before to give top-notch service to customers desiring products that feature Nylon and "Orlon" in their making. She pointed out the prime qualities of Nylon—its strength—its elasticity—its abrasion resistance. She also listed the special characteristics of "Orlon"—its luxurious hand—its bulk—its resistance to sunlight. She then outlined the qualities that are shared by Nylon and "Orlon", and it was interesting to note that both are sturdy and light weight, quick drying and easy to care for—that both resist shrinkage and shed wrinkles—that both retain pleats and are moth resistant.

Actual merchandise was used by Miss Fraser to illustrate her commentary and pamphlets related to her talk were distributed following a question-and-answer period.

Miss Fraser was welcomed to the Store by Miss Eva Swanson of the Staff Training Department and it was Miss Swanson also who thanked Miss Fraser for a worthy contribution to our educational program. Eatonians are always on the alert to give better service to customers and certainly a wider knowledge of merchandise can help immeasurably toward that end.

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HONOURS FOR BENITA LEANZA . . .

A bursary to enter the Faculty of Education of the University of Alberta was recently awarded to Benita Leanza, a young member of the auxiliary staff of Department 228. As we congratulate Benita on earning such a fine award, we would also let her know that we are very proud of her and that we're wishing her every success as she continues her education.

FOR BETTER SERVICE . . .

A Store-wide sales training program, designed to promote better service to Eaton customers, was recently completed and the response was most gratifying. The program, which extended over a 5-week period, was under the supervision of Miss Eva Swanson of our Staff Training Department and each of five steps in making a sale was given due consideration as the program progressed. It was a fine refresher course and it led to a new awareness of the things customers appreciate as they shop for themselves and their families.

EDITH GRIME LEAVES . . .

Mrs. Edith Grime, an Eatonian for over five years and a staff member of Department 222 during that time, left the Store recently to make her home in Calgary. Prior to leaving her co-workers honoured her at a smorgasbord luncheon—a delightful get-together that was much enjoyed by all who attended. Then, when she bade farewell to her associates she was presented with a lovely handbag and a pair of gloves—gifts that spoke of warm friendships and happy associations through the years. Another lovely gift came from her friends in the Wool and Petit Point Sections—a pretty necklace with matching earrings.

Edith will be missed by Eatonians and customers alike, but we are wishing her the best of everything for her future . . . success and satisfaction in her work and much happiness as she takes up residence in the Stampede City.

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WELCOME NEWCOMERS . . .

We're in the midst of another busy season and the staff has increased according to the need. All of the following are newcomers in our midst and as we welcome them to our big friendly Eaton family it is our wish that they will find both pleasure and satisfaction in their associations with the Company and their fellow employees.

Department 209—MRS. D. BOOTH.

Department 210—MRS. M. CATTERALL.

Department 215—MRS. H. KERR, MISS F. STILWELL.

Department 222—MRS. E. SAVAGE, MRS. B. UNTERSCHULTZ, MRS. O. HLUS.

Department 223—MRS. A. ROBERTS, MRS. M. AINSLEY.

Department 228—MRS. I. PRESTON.

Department 229—MR. W. NEITHERCUT, MR. H. VANDERHOEK, MR. O. WEBB.

Department 236—MRS. I. BROWN.

Department 237—MR. H. LENTERS.

Department 244—MRS. S. VAN ALDERWEGEN, MR. P. REMPEL.

Department 246—MRS. R. GIBSON.

Department 253—MRS. E. HENWOOD.

Department 260 W. R.—MR. D. GORMAN.

Department 267—MRS. L. ROWBOTHAM.

Department 272—MR. R. SWAN.

Department 277—MRS. L. LANE.

Department 379—MISS E. DEUTSCHENDORF, MRS. U. ZOGLER, MISS M. GRAHAM.

Department 580—MR. W. MACLOWICH, MISS C. POMBERT.

Department 928—MISS J. ROY, MISS M. REINAUD.

Department 1100—MRS. L. DANYLUK.

D. A. Office—MISS A. TASCHUK.

B. P. Office—MISS S. DACKIW, MRS. P. GRETH, MRS. A. KING, MRS. J. WHITFIELD.

Cash—MR. W. FERNER, MRS. M. GAMBLE, MRS. V. STANIFORTH, MISS D. FRASER, MRS. I. RENNIE.

S. A. Office—MRS. H. PERRY.

Caretaking—MRS. M. POPE, MR. S. CHOUFI.

Despatch—MR. R. ZELMAN, MR. S. POPOFF.

Drivers—MR. T. CHAPOR, MR. G. BULL.

Windows—MR. J. REARDON, MR. J. MAMOTT.



HOBGOBLINS ON PARADE...

All the weird and wonderful small folk that haunt the streets after dark on Hallowe'en seemed to be in attendance when the Good Deed Club held its annual masquerade on the morning of Saturday, October 27th. Witches and bats and black cats swarmed into the Strand Theatre on the heels of Little Bo-Peep, Red Riding Hood and Humpty Dumpty. Dainty fairies mingled with fearsome ghosts—hoboes rubbed shoulders with gay dandies—clowns cavorted alongside bold pirates and rootin' tootin' cowboys! These and many, many more were noted in that colourful matinée crowd and towering over all, one very tall man made up of two small boys enveloped in a huge overcoat—one of them perched atop the other's shoulders to achieve the giant-like effect!

Yes, there was fun galore at the Strand on that last Saturday in October and to add interest to the happy occasion there were prizes for the most outstanding costumes. Assisting with the judging was Mr. Bill Wilson, manager of Edmonton's Paramount Theatre. As manager of the Garneau, and later as manager of the Capitol, Mr. Wilson was associated with the club for almost eight of its eleven years. Completing the panel were two popular members of the staff of Radio Station CJCA—Miss Cécile Sabourin and Mr. Bob Simmermon. The task assumed by these three was far from being an easy one and the Club is indebted to them for the very capable manner in which they handled it.

Prizes were awarded from the stage during the Club's half-hour radio show and after another

exciting chapter in the current serial the audience settled down to enjoy a lively adventure with Gene Autry.

The masquerade and its ensuing fun is still a topic of conversation among the youthful members of our Good Deed Club and that's a sure sign they had a good time—every last one of them!

Imaginations run wild when Good Deeders prepare their Hallowe'en costumes and the above photographs show only a few of the many, many creations that turned up at the Club's annual masquerade. Program director J. Laurier Picard, is shown with several of the young contestants as he guided them across the stage in view of an excited audience.

Eatonians Donate To Poppy Fund...

Through the Employees' Charitable Organization Fund Eatonians recently donated the sum of \$300.00 to the Canadian Legion Poppy Fund.



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Helen Saunders

RECENT VISITOR . . .

It is with genuine pleasure that we welcome visitors from other Stores in the broad Eaton chain and Mr. A. G. Pryce of the Toronto General Merchandise Office was with us on October 22nd. We hope he enjoyed his stay in our city and that the future will afford him a return visit.

OUR COVER . . .

"Alberta Government Photograph"

The great growth of our city is to be noted in the expansion of the residential areas and in the fine new buildings that are constantly being added to the business sections. The 1956 census figures, recently released, show that Edmonton now ranks sixth in size among Canadian cities—a jump from eighth place in the previous census.

Our cover shows the hub of Alberta's capital, the Parliament Building, located on the north bank of the North Saskatchewan River, not far from the site of old Fort Edmonton. Surrounding it are several of the city's newest buildings. At the left is the Administration Building, and at the right, the Federal Building. The Telephone Building is directly in front of the Federal Building, and at the right is the Highways Building. In the foreground and at the right is the Public Works Building.

SINCERE SYMPATHY . . .

To those whose hearts and homes have been saddened by the loss of a loved one, we extend our heartfelt sympathy:

. . . to Mrs. Opel MacKenzie, Bargain Section, whose husband passed away on Thursday, August 30th.

. . . and to Mr. and Mrs. W. Anderson in the loss of Mrs. Anderson's mother on Wednesday, October 24th. Mr. Anderson is manager of Department 236. (Fabrics, Staples and Household Linens.)

Turn Your Ideas into Cash!

Don't hoard your bright ideas! Turn them into cash by submitting them to the Suggestion Committee via the Suggestion Box, conveniently located in the Time Office. There are worthwhile awards for all practical ideas accepted and you may be a winner!

PASSING OF MRS. OLIVE LISTER

MOURNED BY EATONIANS . . .



The sudden passing of Mrs. Olive Lister on Friday, November 2nd brought deep sadness to the hearts of Eatonians and it is still hard to believe that this bright, energetic staff member of Department 212 has left the Eaton scene. She had been on duty in the Toiletries Section only the day before, and news of her untimely passing came as a great shock to the many who had come to know her during her year with the Company.

Olive's great good nature, her cheerfulness and her obliging manner were qualities that brought customers back to her again and again, and those same qualities endeared her to those who worked with her. It was she who brought fragrant bouquets of flowers into the Store throughout the Summer months—to share them with those who lacked gardens of their own—and she was just as generous with her friends and neighbors.

She was never too busy to help another, and her service record reflected a fine sense of loyalty; an eagerness to "go the second mile". She will be fondly remembered by those she worked with, and those she worked for.

Funeral services were held at Foster and McGarvey's Funeral Chapel on Monday, November 5th. Rev. H. G. Marsh officiated and interment took place in the Edmonton Cemetery.

She leaves to mourn her loss, her husband, one daughter, Mavis and one son, Bruce. She also leaves her parents, Mr. and Mrs. David Matheson, one brother, Alex, and five sisters, Evelyn (Mrs. Art Taylor, an auxiliary staff member of our Hosiery Department,) Katherine (Mrs. William Taylor,) Nell (Mrs. David Lister,) Fern (Mrs. T. J. Ewart) and Ann (Mrs. Kenneth McLennan.)

Our thoughts are with them in their time of sorrow and our heartfelt sympathy goes out to all of them in their bereavement.

QUARTER CENTURY HONOURS . . .

—Continued from Page 2.

. . . and now as we congratulate Kathleen on her bright record of service, we would also express the hope that the future will bring the fulfillment of all her fondest wishes—that good health, happiness and pleasant associations with Eaton's and Eatonians will continue to bless her.

HAMLY, EDMONTON